

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Spain

**Post:** Madrid

### Export Success in Spain

**Report Categories:**

Export Accomplishments - Trade Leads

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**Report Highlights:**

FAS Madrid support to identify local distributor translates to new export sales for San Francisco based gin producer and exporter Distillery No. 209.

**General Information:**

The San Francisco based gin producer and exporter, Distillery No. 209, is located at Pier 50 in San Francisco - the only distillery in the world built over water. They offer the distinguished Gin No. 209, a high quality product interesting for a market where the '*gin & tonic*' is becoming very fashionable.

In November 2009 FAS Madrid received an email from a Spanish importer who was interested in importing the Gin No. 209, but was unable to contact them. Post facilitated the contact information for the company's distributors in Europe.

In March 2010, Distillery No. 209 contacted FAS Madrid directly requesting some information on spirits importers, since they were looking for a distributor in Spain. In November 2010, the Marketing Director visited Barcelona to finalize their relationship with a Catalan company based in Tarragona.

Distillery No. 209 informed FAS Madrid that their first shipment arrived in Barcelona at the end of November 2010 and then they shipped another shipment in mid-December. The value of their exports is currently unavailable, but Distillery No. 209 has established a new customer with regular sales throughout Spain with the assistance of FAS Madrid – a matchmaking success that will continue to pay dividends.